



VisitSYV.com

Agenda – Visit the Santa Ynez Valley Board Meeting – August 13, 2015 9:00 a.m., SYV Marriott, Buellton 9:00 a.m. Call to order and reordering of agenda (if necessary), Jessy Osehan, President

Public comment on non-agenda items – limited to three minutes

Approval of the minutes of the June 11th & July 16th board meetings

Financial report – Shelby Sim

- Review of July 2015 financials and projections for remainder of 2015.

Director Report to include:

- 2014-15 Annual (fiscal) report submitted
- July Activity

ACTION ITEM: SpeedRFP Renewal Vote

- Annual renewal cost is \$6,480 to list 27 properties that have currently given VisitSYV permission to be listed.

ACTION ITEM: Budget approval for VisitSYV Summer Networking Reception

- VisitSYV staff is requesting a \$3,000 budget for September 3rd Networking Reception to be held at Fess Parker Winery & Vineyard

ACTION ITEM: Budget for 6 month trial of Direct to Consumer Newsletter

- VisitSYV staff is recommending a 6 month trial and a maximum \$5,000 budget for a consumer newsletter campaign. Services would include initial setup of up to 4 templates, sign-up exportation, list segmentation, analysis and 6 months of management.

Website, DVA, Marketing Update – Danielle Laudon

- Review of current VisitSYV.com web trends, SEO reporting, DVA Campaign & Marketing update.

Logo Subcommittee Update

- Review of current logo drafts

Board comments

Adjournment to meeting of September 10, 2015, 9:00 a.m., SYV Marriott